

CableFAX Daily™

Tuesday — February 20, 2007

What the Industry Reads First

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Is Skool, Man: Rainbow Re-brands VOD Biz

In a bet that Americans want to lead richer lives, **Rainbow Media** has changed the focus and name of its **Mag Rack** VOD offering and next month will unveil a slew of free VOD series promising viewers benefits and tangible results, **CableWorld** reports in its Feb 19 cover story. In 11mln VOD HHs, Mag Rack will cease and the new franchise will be called **lifeskool**, initially offering original VOD series “to educate, and inspire” in 12 categories ranging from children to finances and automobiles to video games, said gm **Dan Ronayne**. He vowed that the programs will entertain as well as teach viewers. lifeskool joins the sports instruction series already grouped under **sportskool**, whose 23mln cable VOD HHs make it nearly ubiquitous. Several months after lifeskool’s door open, the popular guitar instruction series that’s been part of Mag Rack will form the basis of its own school... er, skool... and be dubbed **musickskool**. In addition to guitar, musickskool will offer video instruction in piano, bass, drums and home recording. All three skools will be in HD. Rainbow plans to sell single sponsorships to the skool series and within 24-36 months launch several skools specializing in a wide range of topics to target niches, he says. With VOD advertising in its infancy and VOD barely in knee pants, some advertisers feel VOD advertising can be effective with niche audiences, said **Magna Global** svp **Brian Wieser**. Many national advertisers feel VOD’s numbers are too small for national campaigns. **Kagan Research** estimates cable VOD HHs will reach 53mln by ‘10. [For more details, please see **CableWorld**]

Competition: **Showtime** launched on **DISH** “Showtime Interactive 2.0,” a free app thrusting DVR content into an interactive environment. For Showtime subs, it offers net content and program listings, and for non-subs it serves as a long form marketing platform for the net. -- **AT&T** joined **GM**, **McDonald’s** and others as buyers of ad space during the **Academy Awards** (Feb 25). The telco is also sponsoring event coverage at **Oscar.com**.

In the States: **Cable One** hopes to launch next month an HDTV tier that includes **Discovery HD Theater**, **Nat Geo HD**, **A&E HD**, **HGTV HD** and **Food Net HD**. Subs with the MSO’s dual-tuner HD-DVRs may purchase the tier for \$5/month.

Online: **Turner Sports’ Nascar.com** is driving download-to-own clips of select NASCAR races to **Microsoft’s** Xbox 360 gaming console, beginning with Daytona 500 highlights. -- **CNNMoney.com**—which cites **Nielsen//NetRatings** data in claiming more unique visitors/page views last year than **Forbes.com**, **Marketwatch.com**, **BusinessWeek.com** and **WSJ.com**—introduced new features. They include live streaming stock quotes that update automatically and a portfolio tracker allowing net asset valuation on a tick-by-tick basis. -- **ESPN** acquired NBA blog site **Truehoop.com** and will launch it later this month on **ESPN.com**.

Research: 87% of Asian Americans are dissatisfied with how the US TV portrays Asians, in respect to both quantity and quality, according to an **AZN**-commissioned study by **The Ronin Group**. 78% of the group has a need for cul-

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Source: Nielsen MultiTrak, M-Su 8-11pm, 9/25/06-12/31/06, 9/26/05-12/25/05; '94-'06 full years; 1/94-1/07 monthly. Most current data, A18-49 (000).

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tural connectivity, and data shows that Asian Americans pay more attention to advertising that includes Asian faces.

Intl: **A&E's Crime & Investigation Network** will launch Feb 26 in sub-Saharan Africa, including South Africa.

Technology: **TV Guide Channel** selected **Transparent Technologies** to provide hardware integration and deployment services for its localization platform.

Deals: A new agreement allows **Blonder Tongue** to sell and distribute voice and data products from **Motorola's** Connected Home Solutions, as well as hardware and set tops for the US private cable, lodging and institutional markets.

Mobile: **Cartoon Net** in 4Q will launch "CallToons," a mobile app unifying mobile content such as ringtones, wallpapers, and audio and text alerts into a narrative platform driven by **Cartoon** and **Adult Swim** characters. Discussions are underway with **Ericsson** regarding concept refinement and content delivery options.

Ratings: **Oxygen's** crowing that Tues' ep of "The Bad Girls Club" scored a 2.1 among women 18-24, its highest rating ever for that demo. Its 0.9 for women 18-49 also was a personal best.

Programming: **Spike** swallowed a deal to telecast 4 competitive eating events by **Major League Eating**, beginning Mar 17 with the "St. Patrick's Day Chowdown" in Savannah, GA. -- **Fox** inked "nip/tuck" prod/creator **Ryan Murphy** to a deal that includes a 22-ep 5th season of the **FX** series and first-look development for Fox. -- **WE's** sequel doc "Women on Death Row 2" (Feb 26, 9pm) chronicles homicidal females such as **Christa Pike**, the youngest inmate awaiting execution. -- "Crocodile Dundee" (Tues, 9pm) and "Planes, Trains and Automobiles" (Feb 27, 9pm) will comprise **Nick at Nite's** 1st 2 feature film telecasts. -- **VH1** and **BET** are for the 1st time collaborating on a 1-hour pilot. If picked up, the hip-hop drama "Wifey," which counts **Queen Latifah** as an exec prod, will air simultaneously on both nets. -- **Lea Thompson** will star in **Lifetime's** "A Life Interrupted" (Apr 23), chronicling a sexually assaulted woman's fight for anti-rape legislation.

At the Portals: The **FCC** will hold its media ownership field hearing Fri, Feb 23 (9am-2:30pm) at the Whitaker Center for Science and the Arts in Harrisburg, PA.

On the Circuit: The **CTPAA** announced the following as panelists for the opening general session at its FORUM '07 (Mar 11-14): **Insight** CEO **Michael Willner**; **Comcast** svp, strategic planning **Mark Coblitz**; **Nat Geo** pres **Laurie Ong**; and **Rainbow Media** pres/CEO **Josh Sapan**.

Kids & TV: A new wave of TV and radio PSAs are rolling out to inform families about how they can monitor their children's TV consumption. The spots are the **Ad Council's** 1st to be distributed nationally in HD and direct parents to **www.TheTVBoss.org** where they can learn more about blocking technologies. The PSAs are part of a \$300mln campaign launched in '06 by **MPAA, NAB, NCTA, CEA** and several media companies.

People: **NCTA** named former asst to Rep **Ann Eshoo** (D-CA) **Nick Kolovos** vp, government relations, effective Mar 12.

Business/Finance: **US Bank** advised **EchoStar** that \$15K of its 5 3/4% Convertible Subordinated Notes due '08 were converted prior to the conversion period's expiration on Feb 14. Effective Feb 15, the outstanding principal amount of \$999.985mln was repurchased at 101.643%, for a total of \$1.016 billion. -- **WWE's** board declared a quarterly dividend of 24 cents/share on all Class A and Class B common stock, payable Mar 26.



Hosted By Sarah Silverman

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CableFAX Week in Review

Company	Ticker	2/16 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
BRITISH SKY:	BSY	43.94	0.00%	6.70%
DIRECTV:	DTV	23.88	(3.8%)	(4.3%)
DISNEY:	DIS	34.89	1.50%	4.50%
ECHOSTAR:	DISH	42.53	2.30%	11.80%
GE:	GE	35.87	1.00%	(1.3%)
HEARST-ARGYLE:	HTV	26.25	0.70%	3.80%
ION MEDIA:	ION	1.27	6.70%	154.00%
NEWS CORP:	NWS	24.64	(1.4%)	10.70%
TRIBUNE:	TRB	30.75	0.90%	(0.1%)

Company	Ticker	2/16 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	29.99	2.80%	5.30%
CHARTER:	CHTR	3.19	(4.8%)	4.20%
COMCAST:	CMCSA	41.63	2.00%	(1.7%)
COMCAST SPCL:	CMCSK	41.15	1.80%	(1.7%)
GCI:	GNCMA	15.17	(0.8%)	(3.6%)
KNOLOGY:	KNOL	14.61	6.60%	37.30%
LIBERTY CAPITAL:	LCAPA	107.00	0.10%	9.20%
LIBERTY GLOBAL:	LBTYA	29.89	1.20%	2.50%
LIBERTY INTERACTIVE:	LINTA	24.35	3.70%	12.90%
MEDIACOM:	MCCC	7.99	2.20%	(0.6%)
NTL:	NTLI	28.22		11.80%
ROGERS COMM:	RG	34.38	10.30%	15.70%
SHAW COMM:	SJR	37.19	5.00%	18.60%
TELEWEST:	TLWT	24.20		
TIME WARNER:	TWX	21.57	1.40%	(1%)
WASH POST:	WPO	791.92	2.70%	6.20%

Company	Ticker	2/16 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
CBS:	CBS	31.81	0.40%	2.00%
CROWN:	CRWN	3.90	(0.5%)	7.40%
DISCOVERY:	DISCA	16.39	1.40%	1.80%
EW SCRIPPS:	SSP	48.95	0.30%	(2%)
GRUPO TELEVISIA:	TV	29.69	5.30%	9.90%
INTERACTIVE CORP:	IACI	39.83	0.60%	7.20%
LIBERTY:	L	8.32		
LODGENET:	LNET	26.99	1.50%	7.80%
NEW FRONTIER:	NOOF	9.30	0.50%	15.50%
OUTDOOR:	OUTD	11.88	(6.5%)	(7.4%)
PLAYBOY:	PLA	10.92	2.70%	(4.7%)
UNIVISION:	UVN	35.95	0.40%	1.50%
VALUEVISION:	VVTV	12.64	3.30%	(3.8%)
VIACOM:	VIA	40.53	(0.5%)	2.70%
WWE:	WWE	16.07	(0.4%)	3.00%

Company	Ticker	2/16 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
3COM:	COMS	3.94	(0.5%)	(4.1%)
ADC:	ADCT	17.30	1.00%	21.10%
ADDVANTAGE:	AEY	3.70	19.00%	32.60%
ALCATEL LUCENT:	ALU	13.10	(1.5%)	0.60%
AMDOCS:	DOX	34.59	1.50%	(10.7%)
AMPHENOL:	APH	66.98	(0.8%)	8.00%
ARRIS GROUP:	ARRS	14.73	0.70%	17.70%
AVID TECH:	AVID	33.71	4.50%	(9.5%)
BLNDER TONGUE:	BDR	2.40	31.10%	41.20%
BROADCOM:	BRCM	35.25	3.00%	9.10%
C-COR:	CCBL	14.43	3.70%	29.50%

Company	Ticker	2/16 Close	1-Week % Chg	YTD %Chg
CISCO:	CSCO	27.52	(0.7%)	0.70%
COMMSCOPE:	CTV	36.43	8.70%	19.50%
CONCURRENT:	CCUR	1.33	(6.3%)	(26.5%)
CONVERGYS:	CVG	26.69	1.90%	12.20%
CSG SYSTEMS:	CSGS	25.49	3.10%	(4.6%)
GEMSTAR TVG:	GMST	4.17	0.70%	4.00%
GOOGLE:	GOOG	469.94	1.70%	2.10%
HARMONIC:	HLIT	8.80	(3.4%)	21.00%
JDSU:	JDSU	16.77	4.00%	1.00%
LEVEL 3:	LVLTL	6.44	4.20%	15.00%
MICROSOFT:	MSFT	28.74	(0.8%)	(3.8%)
MOTOROLA:	MOT	19.26	(1.6%)	(5.6%)
NDS:	NNDS	49.63	2.30%	2.90%
NORTEL:	NT	31.63	9.30%	18.30%
OPENTV:	OPTV	2.78	4.90%	19.80%
PHILIPS:	PHG	38.94	1.30%	3.60%
RENTRAK:	RENT	15.14	0.80%	(2.3%)
SEACHANGE:	SEAC	10.66	(1.3%)	4.30%
SONY:	SNE	52.56	7.00%	22.70%
SPRINT NEXTEL:	S	18.97	5.40%	0.40%
THOMAS & BETTS:	TNB	52.09	4.60%	10.20%
TIVO:	TIVO	6.21	7.60%	21.30%
TOLLGRADE:	TLGD	12.05	0.30%	14.00%
UNIVERSAL ELEC:	UEIC	21.73	3.70%	3.40%
VONAGE:	VG	5.43	(8.1%)	(21.8%)
VYVO:	VYVO	4.23	(1.4%)	(6.6%)
WEBB SYS:	WEBB	0.04		
WORLDGATE:	WGAT	1.20	(3.2%)	(10.4%)
YAHOO:	YHOO	31.91	7.30%	24.90%

Company	Ticker	2/16 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	37.48	1.60%	7.90%
QWEST:	Q	8.45	3.00%	1.00%
VERIZON:	VZ	38.50	2.10%	6.70%

Index	Value	1-Week % Chg	YTD %Chg	
MARKET INDICES				
DOW:	INDU	12767.57	1.50%	2.40%
NASDAQ:	COMPX	2496.31	1.50%	3.40%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	2.40	31.10%
2. ADDVANTAGE:	3.70	19.00%
3. ROGERS COMM:	34.38	10.30%
4. NORTEL:	31.63	9.30%
5. COMMSCOPE:	36.43	8.70%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. VONAGE:	5.43	(8.1%)
2. OUTDOOR:	11.88	(6.5%)
3. CONCURRENT:	1.33	(6.3%)
4. CHARTER:	3.19	(4.8%)
5. DIRECTV:	23.88	(3.8%)

WANT SOME PERSPECTIVE?



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MaxFAX...

The 5 Scenarios...

At last week's Argo User Conference in Napa Valley, **Open TV** CEO (soon to be Vice Chairman) *Jim Chiddix* and I were on the dais discussing Jim's five possible ways of looking forward in this evolving multiplatform world...



Paul S. Maxwell

Here are the, admittedly truncated, 5 possible futures we face:

1) More of the Same! Sort of. This is a point of view that suggests all of the forces shaping the worlds of cable, satellite and telco video delivery today remain in force... that is, no major outside influence imposing its will (like, say, Congress or the Federal Confusion Commission doing something stupid or, less likely, changing the balance of powers and forces again). Although, we can hope Congress revisits retransmission consent. Probability Index: High.

2) A New Giant Competitor: Well, not so new. Imagine **DirectTV** (now controlled by a consummate deal-maker) merging with **EchoStar** and then with a major telco. That would certainly change the landscape... and probably accelerate consolidation among cable MSOs. It would also accelerate the development and deployment of true quad-plays. Probability Index: Low.

3) FiOS Takes Off! It may be a long shot, and Wall Street might have more patience than we think (a real long shot, that) and **Verizon's** big bet on fiber to the home could pay off. Probability Index: VERY Low. (Why? That long shot about patience, of course).

4) Regulatory Interference: Imagine network neutrality coupled with the CapEx implication... and all of America's pipes as dreaded common carriers! Possible, I suppose, along with a la carte, more parental controls, more indecency regulations (for non-broadcasters), multicast mandates and/or more. Probability Index: Depends. Wars and rumors of wars will distract most legislators and regulators... for now. But not forever.

5) Economic Dislocation: Otherwise known as a recession—national or global. That would change investment from forward-looking to holding our own. Cable—that is, multichannel video providers—have in the past done OK in recessions. Not great, though. Sort of Scenario #1 in the go-slow mode. Probability Index: Low.

Any opinions about which scenario is most likely?

Random Notes:

• **Class Act:** Kudos to *Jim Samples*. Real class to step up with grace and take the full blame... whether he deserved it or not; forced or not... true class tells. Someone should think

about keeping that kind of integrity in our businesses.

• **Maine Braves?** It isn't true that Dr *John Malone* plans to move Atlanta's Braves to his summer home in Maine so he can watch them. Instead, he's adding a closed circuit link from Turner Field to his **Liberty** yacht.

• **MaxFAX Retraction Redux:** Last week, "in my column, I misused the word 'extortion' in writing about the retransmission consent negotiations between **Sinclair Broadcasting** and **Mediacom (Cfax, 2/12)**. I hereby fully retract that description of Sinclair's behavior. The company and its counsel certainly did nothing illegal or unlawful in any way, shape or form. I apologize." I'm groveling.

• **Law School:** Obviously, I didn't go... I went to theology school instead. Later, post-Army, I went to grad school at CU to learn how to ski. Still, I should know about context and word usage. And implications, thereof. And so forth; and so on. Of course, I got a lot of email and telephone support. All, I might add, from the cable industry. Sad that it got so contentious. Leverage is leverage. Or a fulcrum, anyway.

Paul Maxwell

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2007 NAMIC Vision Awards Nominees Announced!

ANIMATION

- The Backyardigans, "Mission to Mars" — MTV Networks: Nickelodeon
- Handy Manny, "Sinko de Mayo" — Disney Channel
- American Dragon: Jake Long, "Bring it On" — Disney Channel
- The Boondocks—Turner Broadcasting System, Inc.
- Todd World, "Colorless Todd" — Discovery Channel

BEST ACTOR-COMEDY

- Carlos Mencia, Mind of Mencia — MTV Networks: Comedy Central
- Romany Malco, Weeds — Showtime Networks
- Damon Wayans, The Underground — Showtime Networks
- Dule' Hill, Psych "Spelling Bee" — USA Networks

BEST ACTOR-DRAMA

- Forest Whitaker, The Shield, "Kavanaugh" — FX Networks
- Benito Martinez, The Shield, "Man Inside" — FX Networks
- Andre Braugher, Thief, "Pilot" — FX Networks
- Michael Ealy, Sleeper Cell — Showtime Networks
- Ernie Hudson, The Ron Clark Story — Turner Network Television
- Corey Reynolds, The Closer, "Slippin'" — Turner Network Television

BEST ACTRESS-COMEDY

- Tonye Patano, Weeds — Showtime Networks
- Sheryl Underwood, Comic View — BET
- Angela Malhotra, Unacceptable Behavior — Si TV
- Mo'Nique, Mo'Nique's F.A.T. Chance — Oxygen Media

BEST ACTRESS-DRAMA

- Lauren Velez, Dexter — Showtime Networks
- Gina Raver, The Closer — Turner Network Television
- CCH Pounder, The Shield — FX Networks
- Jennifer Beals, The L Word — Showtime Networks
- Gwendoline Yeo, Broken Trail — AMC

CHILDREN'S

- Lisa Knight and the Roundtable — Black Family Channel
- The Music in Me — HBO
- Modern African Art and Artisans — Discovery Channel
- Ithuteng (Never Stop Learning) — HBO
- Just for Kicks, "Boys Do Cry?" — MTV Networks: Nickelodeon
- That's So Raven, "The Four Aces" — Disney Channel

COMEDY

- Mind of Mencia — MTV Networks: Comedy Central
- Comic View with Sheryl Underwood — BET
- Weeds — Showtime Networks
- Unacceptable Behavior — Si TV
- Robert Townsend's Partners In Crime... The Next Generation — Black Family Channel

DOCUMENTARY

- First to Fight: The Black Tankers of WWII — The History Channel
- Honor Deferred — The History Channel
- ESPN Sportscenter—Lady Caliphs — ESPN
- When The Levees Broke: A Requiem in Four Acts — HBO
- Yo Soy Boricua, Pa'que Tu Lo Sepas! (I'm Boricua, Just So You Know!) — Independent Film Channel
- ESPN Sportscenter — Hines Ward — ESPN
- Biography: Barack Obama — The Biography Channel

DRAMA

- Sleeper Cell — Showtime Networks
- Dexter — Showtime Networks
- The Shield, "Postpartum" — FX Networks
- The Wire: "Boys of Summer" — HBO
- The Closer, "Slippin'" — Turner Network Television
- Saved, "Pilot" — Turner Network Television

FOREIGN LANGUAGE

- El Reto Final Nissan — Fox Sports en Español
- Sabor a Beisbol — ESPN Deportes
- Montate—Cabalgata 2006 — TuTv/Bandamax
- Del Norte Pa'rriba Villa del Oeste — TuTv/Bandamax

MUSIC VIDEO

- "Strut"—The Cheetah Girls 2 — Disney Channel
- "Do Your Own Dance"—Choo Choo Soul — Disney Channel

NEWS AND INFORMATION

- Race & Hollywood: Black Images on Film — Turner Classic Movies
- Eye on Africa: A Continent of Possibilities — CNN International
- CNN Connects: The New South Africa — CNN International
- Review Philippines — GMA Network Inc/Pinoy TV
- Student News: Honoring Hispanic Heritage Series — CNN
- Immigration Rights — Mun2/Telemundo/NBC Universal

ORIGINAL MOVIE AND/OR SPECIAL

- Tsunami, The Aftermath — HBO
- Moments That Changed Us: Diahann Carroll — AmericanLife TV Network
- Knights of the South Bronx — A&E Networks
- Shock to The System: A Donald Strachey Mystery — Here! Networks
- For One Night — Lifetime Television
- The Black Movie Awards 2006—A Celebration of Black Cinema: Past, Present & Future — Turner Network Television
- High School Musical — Disney Channel

REALITY

- Mo'Nique's F.A.T. Chance — Oxygen Media
- Hair Trauma — WE tv
- ICE-T's Rap School — MTV Networks: VH1
- Keisha Cole — BET
- Black.White, "Hour 1" — FX Networks
- Rags to Riches: Snoop Dogg — MTV Networks: VH1
- Coming Out Stories: Xavier "Son of the Islands" — MTV Networks: Logo

VARIETY AND/OR TALK SHOW

- That's What I'm Talking About — MTV Networks: TV Land
- TV One on One with Cathy Hughes — TV One
- Get the Hook Up — TV One
- Spoken — Black Family Channel
- BET Celebration of Gospel 2006 — BET
- Cinema AZN: Riding the Korean Wave — AZN Television
- American Latino TV — Si TV (AIM TV)

For tickets and sponsorship opportunities contact
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